

SmART Initiative

Burnsville - Durham - Kinston - Wilson

Demonstrating how the arts transform downtowns
and fuel sustainable economic development.



SmART Towns & Cities

- Work as a partnership that includes the arts, economic development sector, local government and private developers.
- Create a local resource team that works with N.C. Arts Council staff and expert consultants.
- Envision plans large enough in scope and scale to transform the community in a significant way, reflect its unique characteristics and demonstrate strong potential for sustainable economic development.
- Engage community and key stakeholders through public and individual meetings and focus groups.
- Receive \$15,000 - \$40,000 grants each year for 3 - 5 years to plan and implement SmART projects. Each community must create a plan to raise additional funds.



BURNSVILLE



- Oldest town square in State; statue of Town namesake Admiral Otway Burns
- Home to one of 47 International Dark Sky Parks, which houses largest public telescope in Southeast
- 18 mountain ranges over 6,300 feet including Mount Mitchell, the tallest peak east of the Mississippi
- Highest concentration of craft artists per capita including 58 professional glass artists



Working with DOT as it develops 19E Entranceway into Scenic Byway



Nationally known artist **Jack Mackie** was selected by Local Resource Team to create an [artscape vision plan](#) to enhance 19E gateway and town streetscapes to attract more visitors, residents and businesses.



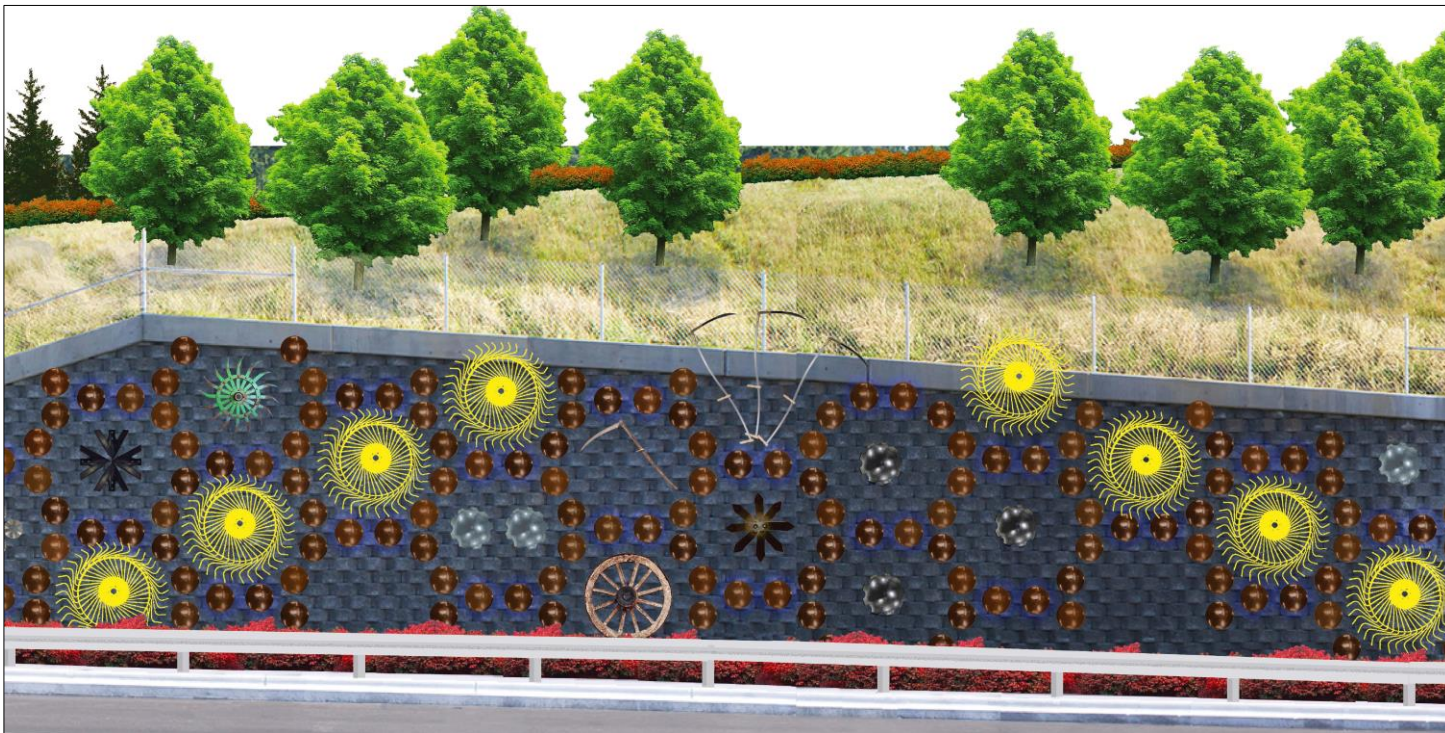
The plan shows the Great Wall of Burnsville running along the Burnsville Parkway corridor. Key features include:

- Three Entry Markers:** Located at the beginning of the wall.
- Glass Gabions:** Colorful woven structures placed at intersections.
- Mountain Sighting Seatings:** Stone structures with openings, placed at intersections.
- Stone Quilts:** Diamond-shaped quilt panels placed at intersections.
- Traffic Control Box Wraps:** Colorful wraps on traffic control boxes, placed at intersections.
- Historic Farm & Agricultural Tillage Tools:** Locally collected tools quilt-mounted onto the Great Wall.
- East Burnsville Sustainable Arboretum:** Located at the end of the wall.

Legend:

- 3 intersections: 4 poles per section
- 1 intersection: 1 box per section



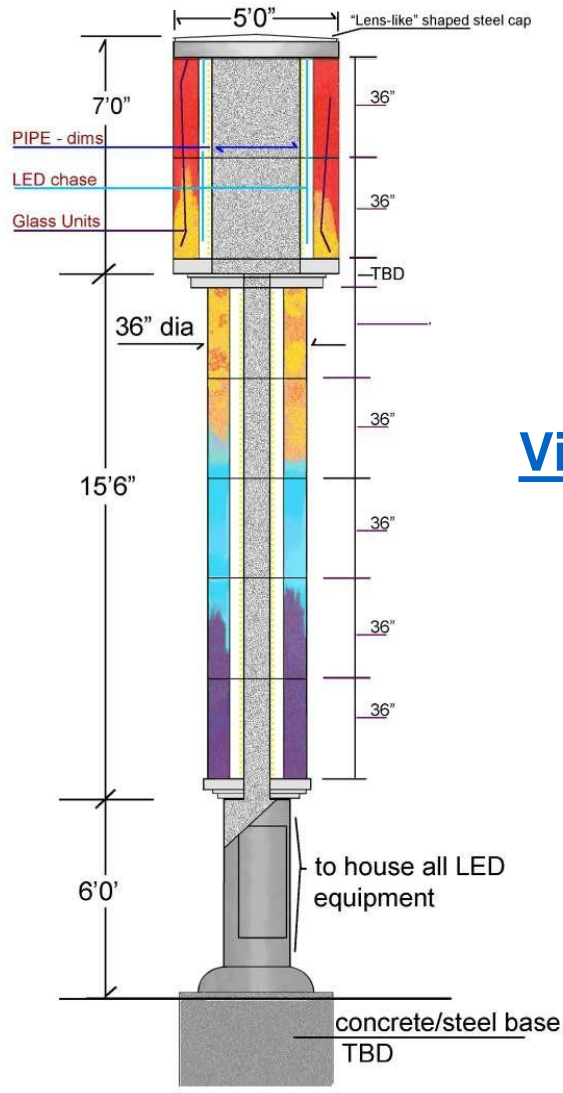


Implements from local farm machinery will be used to create a garden quilt pattern on a retaining wall, shown left.

The stone quilt pattern, shown above, is the Ohio Star and references a quilt made by Burnsville quilters that now resides in the Vatican.



Nationally known Burnsville Artists are helping create Glass Components of Gateway



[Video](#)





First Telescope will be installed and dedicated
in October 2018



- Toe River Arts Council has received several NEA Our Town grants for gateway project.
- The gateway project is employing 50+ local artists, and all materials for fabrication are being locally sourced.
- Town of Burnsville has committed 2% of capital improvement project funds to public art.
- Historic NuWray Inn, top left, has re-opened along with a brewery, new businesses and restaurants.





DURHAM

Creating an arts and entertainment corridor to:

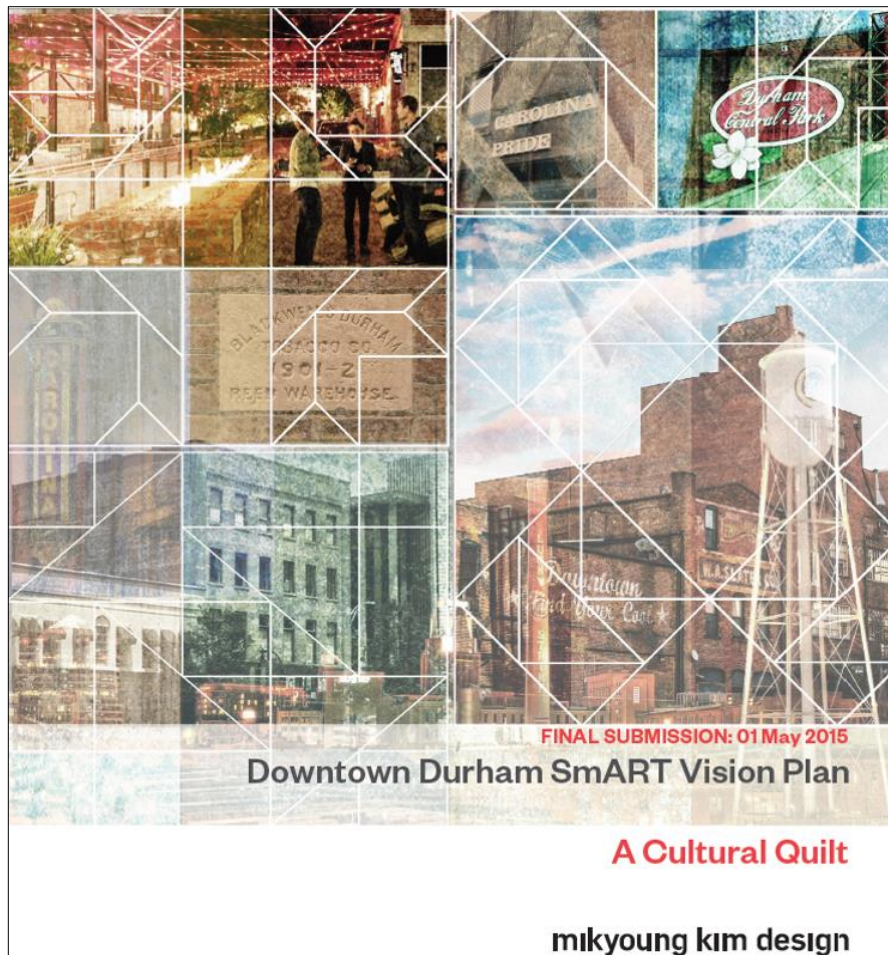
- Improve walkability and connectivity.
- Maintain and showcase Durham's unique character and assets as corridor changes dramatically.
- Increase spending in arts venues, hotels, restaurants, shops and bars.
- Encourage private developers to invest in public art and artscape plan.



Local Resource Team chose internationally renowned [Mikyoung Kim Design](#) firm to create an [artscape vision plan](#) for corridor.



Corridor links Durham's major arts and entertainment venues, but is unappealing and difficult to walk. Barriers include railroad tracks, drab buildings and no lighting or signage.





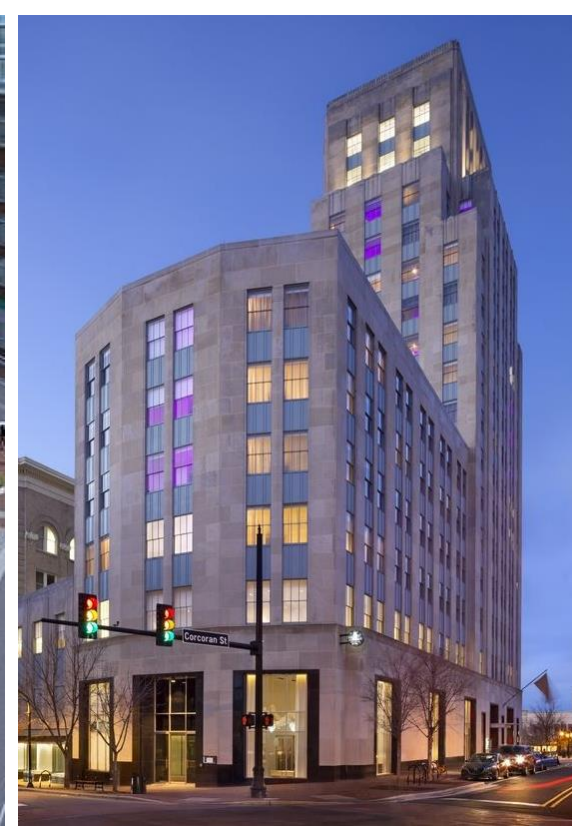
[Olalekan Jeyifous](#) was selected to create a wrap for the Corcoran Street parking garage to encourage visitors to cross the railroad tracks into downtown. The design is a colorful and joyous interpretation of the architectural and iconic elements of the corridor.





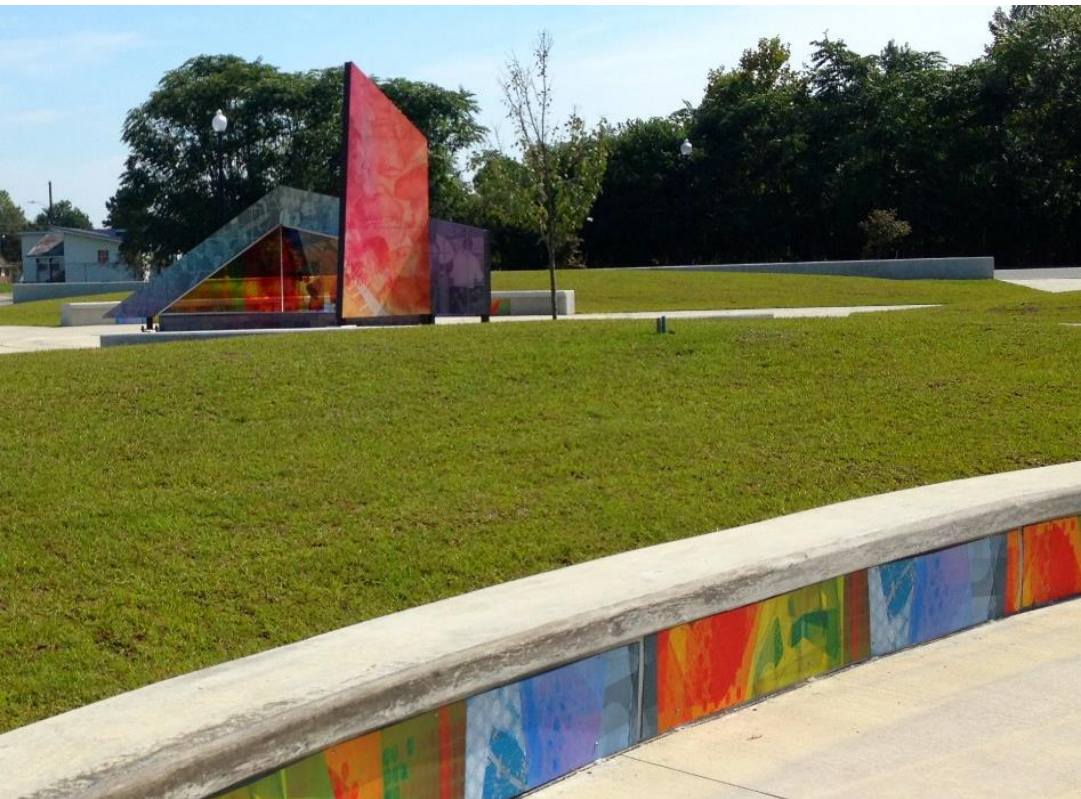
- Durham's 2nd project will focus on a call to local/regional artists for ground plane or crosswalk art, or other streetscape projects.
- City of Durham has established public art program and allocated \$500,000 for projects.
- Durham ranked #7 in the National Center for Arts Research's top 10 most arts vibrant communities index and cited the SmART Initiative as a factor.





- The National Endowment for the Arts awarded the Durham SmART Initiative a \$100,000 Our Town Grant and more than \$250,000 has been raised from Durham city and county governments, Downtown Durham Inc., Duke University and private developers.
- More than \$300 million in private development is happening along the corridor, including three new hotels.





KINSTON

The Kinston Music Park celebrates the important contributions of African American musicians from eastern North Carolina including James Brown’s rhythm section and Little Eva from Kinston.





- In 2006, Chef Vivian Howard returned home from New York to open Chef & the Farmer, featured in the PBS show *A Chef's Life*.
- Private development has been key in restoring historic properties and converting them to boutique hotels, bars, restaurants and breweries, including Mother Earth, a green-conscious brewery with a solar-powered taproom.





Developer Stephen Hill is renovating 60 - 70 houses in historic Mitchelltown into affordable live work space for artists and creative workers in Kinston's Arts and Culture District.





[Thomas Sayre](#) created *Flue*, a series of 7 tobacco barn facades to mark the entrance to the Arts and Cultural District.



A graphic with a light blue background. On the left, there are four horizontal bands of color: light blue, yellow, orange, and red. A dark blue shape, resembling a stylized 'K' or a folded piece of paper, is positioned on the right side, partially overlapping the colored bands. The text 'KINSTON SmART VISION PLAN' is written in white, bold, sans-serif capital letters across the orange band.

KINSTON SmART VISION PLAN

Public Artist [Vicki Scuri](#) worked with the community to design a plan to enhance Queen Street from the Arts Council to the Kinston Music Park, and connect to the River Arts Walk and Arts and Cultural District.



4.1.1 OPPORTUNITIES AND SOLUTIONS

COMMUNITY WORKSHOP

On the evening of January 23rd, 2017, Vicki Scuri SiteWorks led a community workshop as the kickoff event of this plan. Vicki Scuri gave a presentation showing samples of her work, a comprehensive site review of the city and a sample of Public Art and Placemaking precedents. The last two of which are compiled in this plan in the Kinston Neighborhoods and Public Art and Placemaking Precedents sections, respectively.

More than thirty people attended, representing many aspects of the community. They gave their feedback on what they thought about the many areas of Kinston addressed by this plan and what they hoped to see these areas become in the future.

The room was full of excitement and optimism as the community discussed their opinions and aspirations together. The feedback received from that evening is summarized on these two pages with a group of nine circles, one for each area and one for Kinston generally. These visual summaries are a quick way to understand the pulse of the community and what it thinks about its city.



Vicki Scuri and the Core Team before the talk.



Vicki Scuri presents her show to the community.



After the show, Vicki Scuri met the attendees.

KINSTON IN ITS OWN WORDS

The circle to the right gives a visual summary of the responses given by the community when asked about Kinston generally.

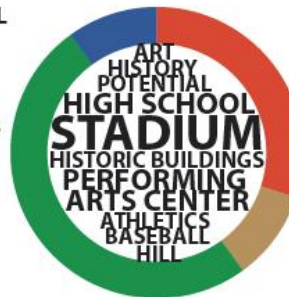
The colorful outer band shows the many colors that people associate with Kinston. The size of the area for a color represents the number of votes it received.

The words inside represent a compilation of the defining characteristics, mood, images, and memorable qualities of Kinston as defined by the community. The larger the word is, the more people who used it.



GRAINGER HILL

The circle to the right holds the colors and words associated with Grainger Hill.



BIKE ROUTE AND THE ACD

The circle to the right holds the colors and words associated with the Bike Route and the ACD.





Kinston Victory Arch
celebrates end of World
War I





Artistic wayfinding elements such as **murals, pavement surface treatments and creative signage** also tell the story of Kinston's history and cultural assets.





An **art fence** would enhance the River Arts Walk and a **pedestrian bridge** would connect it to the Neuseway Nature Park across the Neuse River.





New Mural and
Shade
Structures are
enhancing the
Kinston Music
Park.



Storefront Exhibition



Storefront exhibit includes 45 photographs of musicians from Kinston and surrounding counties.





AFRICAN AMERICAN MUSIC TRAILS TRIBUTE CONCERT

PASSING ON THE LEGACY

Friday, June 1



5:30 - 6:30 PM

Reception, Arts Council
400 N Queen St., Kinston

6:30 PM

**Stroll down Queen Street to view the
storefront display of more than 40
photographs that celebrate the
African American Music Trails.**



7 - 9 PM

**FREE Concert featuring
AAMT ALL-STARS**
Kinston Music Park
Spring Hill and South Queen Streets



BRING YOUR LAWN CHAIRS!



North
Carolina
Arts
Council



Community
Council
for the Arts
Kinston, North Carolina



SMART
KINSTON
Living the Arts

www.AfricanAmericanMusicNC.com

- More than \$40 million in private investment in downtown since the African American Music Trail began.
- More than \$600,000 has been raised from national and state foundations and local and state government.
- Increased visitation, new restaurants, hotels, bars, brewery, distilleries, minor league baseball team



WILSON



In 2010, the City of Wilson began developing a plan to build a two acre park in downtown Wilson to honor renowned local whirligig artist [Vollis Simpson](#).





- A downtown warehouse was donated to establish Conservation Headquarters so that 30 whirligigs from Vollis Simpson's farm in nearby Lucama could be moved and restored.
- The Kohler Foundation supported the costs of the purchase of the whirligigs and the conservation.





- A community task force raised \$8 million from national, state and local sources.
- Over \$25 million in private and public investment has been generated within a two block radius of the park including brewpubs, apartments and restaurants.





The Vollis Simpson Whirligig Park opened in November 2017 and is a national model for creative placemaking.



New SmART Communities



Greenville, Lumberton, Morganton and Marshall will work on projects for gateways, greenways and connecting cultural assets.

